

12-10-01

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SOFER & HAROUN, L.L.P.  
PATENT FILING TRANSMITTAL

ATTORNEY DOCKET NO: 941-002

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Box Patent Application  
Commissioner of Patents and Trademarks  
Washington, D.C. 20231

### PATENT FILING TRANSMITTAL

Transmitted herewith for filing is the Patent Application of: Jonas Lee, Isaac Lidsky, Joseph Zawadski and Michael Lamb

For: ONLINE SYSTEM AND METHOD FOR DYNAMIC SEGMENTATION AND CONTENT PRESENTATION

### TYPE OF FILING

This new patent application is for a(n):

- ☒ Utility
- ☐ Design
- ☐ Provisional
- ☐ Continuation
- ☐ Continuation-in-part

### Benefit of a prior filed application

- ☐ This application claims the benefit of an earlier filed U.S. Patent Application under 35 USC 119.
- ☒ Please accord Applicant the benefit of the priority date of 11/08/00 to this case pursuant to 35 USC 120. Applicant's claim for priority is based on provisional patent application 60/246,966 filed in the United States Patent and Trademark Office on that date.

### Filing under 37 CFR 1.53 (Utility) or 37 CFR 1.153 (Design)

- ☒ This is an application filed pursuant to 37 CFR 1.53 or 37 CFR 1.153, permitting receipt of a filing date upon filing of a specification, at least one claim and necessary drawings.
- ☒ In the event any parts of this application are incomplete, please treat this as a filing under 37 CFR 1.53 or 37 CFR 1.153.

### ENCLOSURES

Minimum requirements under 37 CFR 1.53(b) (Utility) or 37 CFR 1.153 (Design)

- ☒ 37-page(s) of specification;
- ☒ 5-page(s) of claims;
- ☒ 1-pages of abstract;
- ☒ 7 sheets of informal drawings;

- ☒ A Declaration, Power of Attorney & Petition or listing of inventors;  
and  
☒ A postcard for return to us as proof of receipt of the above documents.

plus

- ☐ An Assignment of the invention to \_\_\_ and an Assignment cover sheet;  
☒ Applicant claims Small Entity Status  
☐ Form PTO-1449 (IDS) and copies of the references listed thereon;  
☐ A certified copy of \_\_\_\_\_ (country) patent application number (priority document).  
☐ A preliminary amendment;  
☐ Declaration of Biological Deposit;  
☐ Submission of sequence listing, computer readable copy and/or amendment relating thereto for biotechnology invention containing nucleotide and/or amino acid sequence;  
☐ An associate power of attorney;  
☐ Other.

#### DECLARATION OR OATH

The enclosed Declaration or Oath has been executed by:

- ☐ Inventor(s);  
☐ Legal representative of the inventors (37 CFR 1.42 or 1.43);  
☐ Joint inventor or person showing proprietary interest on behalf of an inventor who refused to sign or who cannot be reached and this is a petition required by 37 CFR 1.47 and the statement required by 37 CFR 1.47 is attached;  
☒ Has not been executed and is enclosed for the purposes of identifying the inventors.

#### INVENTORSHIP STATEMENT

The inventorship for all the claims in this application is:

- ☒ the same;  
☐ not the same and, as an explanation, a statement is/ will be submitted.

#### LANGUAGE

The application submitted herewith is:

- ☒ in English;  
☐ in not in English and in terms of 37 CFR 1.52(d) a verified translation is  
☐ attached  
☐ not attached.

### FEE CALCULATION

The filing fee has been calculated as shown below:

				OTHER THAN A	
				SMALL ENTITY	LARGE ENTITY
BASIC FEE Design Patent				\$165	\$330
BASIC FEE Utility Patent				\$370	\$740
EXTRA FEES				RATE	FEE
TOTAL CLAIMS	19	MINUS 20 =	0	x 9 = \$	x 18 = \$
INDEP. CLAIMS	2	MINUS 3 =	0	x 42 = \$	x 84 = \$
<input type="checkbox"/> MULTIPLE DEP. CLAIM				+ 130 = \$	+ 260 = \$
<input type="checkbox"/> ASSIGNMENT				+ 40 = \$	+ 40 = \$
<input type="checkbox"/> RULE 53 SURCHARGE				+ 65 = \$	+ 130 = \$
TOTAL				\$370.00	\$

### FEE PAYMENT

- ☐ Attached is Check No \_\_\_\_\_ in the sum of \$\_\_\_ to cover the filing and, if applicable, the assignment fee.
- ☐ Please charge Account No. 19-2825 the sum of \$\_\_\_\_\_.
- ☒ No Fee is enclosed.


### FEE DEFICIENCY

- ☐ The Commissioner is authorized to charge (or credit any overpayment) to deposit account No. 19-2825:
- ☐ Any additional filing fees required under 37 CFR 1.16, except Rule 53 filings, which will be paid within the time permitted by PTOL 1533.
- ☐ Assignment Recordal fees.
- ☒ The filing fee and surcharge under 37 CFR 1.16, patent application processing fees under 37 CFR 1.17 and patent issue fees under 37 CFR 1.18 are intended to be paid by our firm as they arise. As no abandonment is intended by any inadvertent nonpayment of fees, the Commissioner is hereby authorized to charge payment of such fees as from time to time come due, if not paid prior to due date to our Deposit Account No. 19-2825 order number 941-002

Respectfully submitted,

Dated: 11/7/01

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PATENT

Docket No. 941-002

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s) : Lee et al.  
Serial No. : Not yet assigned  
Filed : November 7, 2001  
For : ONLINE SYSTEM AND METHOD FOR DYNAMIC SEGMENTATION AND  
CONTENT PRESENTATION

**EXPRESS MAIL CERTIFICATE**

Express Mail Label No. EL793400078US

Date of Deposit November 7, 2001

I hereby certify that the following attached paper(s) or fee

- 1) Patent Application (spec/claims/abstract 43 )
- 2) Informal Drawings ( 7 pages)
- 3) Patent Transmittal
- 4) Express Mail Certificate
- 5) Return Postcard
- 6) Combined Oath and Declaration - unexecuted

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37

C.F.R. §1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks,

Washington, D.C. 20231.

Greg Antrim

(Typed or printed name of person  
mailing paper(s) or fee)

(Signature of person mailing  
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